



**STATEMENT OF PROCEEDINGS
FOR THE REGULAR MEETING OF THE
LOS ANGELES GRAND AVENUE AUTHORITY
KENNETH HAHN HALL OF ADMINISTRATION
500 WEST TEMPLE STREET, ROOM 374-A
LOS ANGELES, CALIFORNIA 90012**

Wednesday, November 18, 2015

9:00 AM

AUDIO FOR THE ENTIRE MEETING. (15-5494)

Attachments: [AUDIO](#)

Present: Chair Hilda L. Solis, Secretary Sachi A. Hamai and Director Steve Valenzuela

Absent: Vice Chair José Huizar

I. ADMINISTRATIVE MATTERS

1. Call to Order. (15-5067)

Chair Solis called to order the seventy-first meeting of the Los Angeles Grand Avenue Authority at 9:05 a.m., with a quorum of members present.

2. Opportunity for Members of the Public to Address the Authority Board on Listed Agenda Items (15-5438)

No members of the public addressed the Authority Board.

II. REPORTS

3. Status Update on Grand Avenue Project, Phase IIA (Parcel L - Broad Museum) - Joanne Heyler. (15-5439)

Joanne Heyler, Broad Museum, introduced this item and presented a PowerPoint that highlighted the history and current status of the Grand Avenue Project, Phase IIA (Parcel L - Broad Museum). Construction began in March 2012 and attendees at the Civic Dedication Ceremony included Governor Jerry Brown, Mayor Eric Garcetti and Supervisor Hilda L. Solis. Due to collaborations with local government and the

positive embrace by the community this structure continues to be a success.

The Broad Museum welcomed approximately 1,700 to 3,500 visitors daily with a total of 124,000 to date. Tickets are free and can be reserved in advance online. Currently, reservations are booked through January 2016 and weekends through February 2016. Initially, it was projected that 200,000 visitors would attend yearly after opening however, after it was established that admission would be free, it was then projected that 300,000 would visit the museum. With less than eight weeks in operation, it is now estimated that in a year after opening, the Broad Museum will serve well over half a million members of the public, this is approximately half of the attendance of the Getty Museum and the Los Angeles Contemporary Museum of Art.

Ms. Heyler responded to questions posed by the Authority, and indicated that demographics regarding the Museum's visitors is in process with the possibility of data being available in 2016; preliminary data shows that 45% of visitors are not Caucasian. Additionally, the mode of transportation used by the visitors will be recorded.

Ms. Heyler added that the Museum will be conducting Family Weekend Workshops as a way to reach out to children and families; currently, attendance shows approximately 1,300 workshop participants. Workshops include programming about the Museum's architecture, the art galleries on display, and farm to table cooking classes by Chef Tim Hollingsworth of OTM Restaurant. Also included are various public programming with two sold out, up and coming performances by Karen Findlay, and visits by guest curators presenting several series regarding music and film. Later this year, off site programming at Red Cat, is expected to be featured by the African American film Director Eva Duvernate, most noted for her work on Selma; this program will include a collection of people of color and the issues raised through film.

In regards to school programs, Ms. Heyler reported on collaborations with 826LA and Inner City Arts to provide programming with instructions on art and writing to children located in underserved communities. 826LA is a nonprofit established by Novelist Dave Eggers, which focuses on literacy, writing skills, and develops a writing curriculum on the art displayed; and Inter City Arts brings their classes into the Museum as a teaching tool. Also included bus scholarships, audio comments and conversations by artists about other artist's work; and with the assistance of educational consultants, a children's tour narrated by actor and director Lavar Burton, there are currently 13,000 downloads of this tour.

Additionally, the plaza constructed next to the Museum is used by various school groups while visiting the Museum for programming. Ms. Heyler thanked the Authority for her opportunity and participate in the cultural resources to bring contemporary art to Los Angeles County.

Deborah Kanter reported that Mr. Broad is in support of the latest proposal from Related. Ms. Kanter provided clarification, and indicated the willingness to take over this ground lease from Related for the interim use as a public open space, as well as to oversee and administer the build out which includes any related cost overruns. Ms. Kanter also indicated that with consideration of the substantial contribution already made to the Authority, it is intended to keep the cost for build out not to exceed 2.5 million. Additionally, Ms. Kanter stated that should the build out of this parcel be subject to all of the requirements that govern the permanent construction of the Museum and the Plaza, the ability to provide added amenities could be compromised.

By common consent, there being no objection, this item was received and filed.

4. Update on Developer Submittals of November 10, 2015 for Grand Avenue Project Phase I, Parcel Q - Bradford Bolger. (15-5440)

Bradford Bolger, Senior Manager, Chief Executive Office Capital Programs, introduced this item and provided an overview on the Developer Submittals for Grand Avenue Project Phase I, Parcel Q. On November 10, 2015, Latham & Watkins, on behalf of Grand Avenue, LA, LLC, submitted the Definitive Form of the Hotel Management Agreement thereby satisfying the milestone of November 10, 2015.

By common consent, there being no objection, this item was received and filed.

III. CLOSED SESSION

5. CONFERENCE WITH REAL PROPERTYNEGOTIATORS PURSUANT TO GOVERNMENT CODE SECTION 54956.8.

Property:

Parcel Q, Parcel L, and Parcel W-2 of the Bunker Hill Urban Renewal Project Area and the Grand Park parcels.

JPA Real Property
Negotiators:

Bradford Bolger, Christine Frias, Chia-Ann Yen, Maria Cabildo, Cindy Chen, Russell Horning, Derek Galey, Thomas Webber, Paul Rutter, Diane Hvolka,

Sara Hernandez

Under Negotiation: Price and Terms of Payment.

Negotiating Parties: Grand Avenue L.A., LLC (15-5441)

Helen S. Parker, Authority Counsel, announced the above Notice of Closed Session.

The JPA Board recessed to Closed Session at 9:29 a.m. Present were Chair Solis, Secretary Hamai and Director Valenzuela.

The Chair reconvened the Grand Avenue Authority meeting to open session at 10:31 a.m. Present were Chair Solis, Secretary Hamai and Director Valenzuela.

No reportable action was taken in Closed Session.

6. Phase IIC (Parcel L partial) and Phase III (Parcel W-2) Schedule of Performance in the Second and Third Amendments to the Disposition and Development Agreement with respect to milestones with the current deadline of November 30, 2015 - Bradford Bolger. (15-5445)

Bradford Bolger, Senior Manager, Chief Executive Office Capital Programs, introduced this item and reported that further evaluation of issues related to the work of the Developer is necessary to review the scope, schedules and requirements for these Project Phases to meet the November 30, 2015 deadline. Staff recommends extension from November 30 to February 1, 2016; should this request for extension be approved, a letter of agreement will be submitted to the Board on November 30, 2015.

On motion of Chair Solis, seconded by Director Valenzuela, this item was approved.

IV. MISCELLANEOUS

7. Discussion of Future Agenda Items - Bradford Bolger. (15-5442)
Director Valenzuela requested an update from Bradford Bolger, Senior Manager, Chief Executive Office Capital Programs, regarding the Phase I Hotel TOT re-bid agreement with the City of Los Angeles at the next meeting scheduled for November 30, 2015.
8. Date of Next Meeting scheduled for November 30, 2015 - Bradford Bolger. (15-5443)

Bradford Bolger, Senior Manager, Chief Executive Office Capital

Programs, noted that a special meeting is scheduled for Monday, November 30, 2015 at 2:00 p.m.

9. Adjournment. (15-5444)

There being no further business to discuss, Chair Solis adjourned the meeting at 10:33 a.m.